

**ABSTRACT**

[PROBLEMS] A surface mount-type vibration motor and an installation structure for a surface mount-type vibration motor, where soldered portions are prevented from separating from a circuit board without requiring any design change in a vibration motor body.

[MEANS FOR SOLVING THE PROBLEM] A section where a motor holding section 31 of a motor holder 30 and motor support sections 32 of the motor holder 30 are connected is bent in an arc shape having elasticity to form the motor holder 30, the motor holding section 31 holding a vibration motor body 2 to which an elastic holder 8 is attached, the motor support sections 32 being arranged along a circuit board 3. First contact sections 52 and second contact sections 53 are formed in the connection section such that distal ends of the first and second contact sections are of a band-like shape projecting toward the inside of the vibration motor body 2. The motor holder 30 reduces a load applied to portions where the surface mount-type vibration motor 1 is soldered to the circuit board 3 and also improves bonding strength.